

WPXI

4145 Evergreen Road
Pittsburgh, PA 15214Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007**Contract #****338210****Schedule Dates**

10/23/12-10/29/12

Advertiser

Po/Iss/House Majority Pac (16681)

Agency/T-Code

Waterfront Strategies (2541)/043489394

Product

Political - Issue (1068)

Brand

ISS/HOUSE MAJORITY PAC (133782)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG, DAN

Phone/Fax

/

CPE

79/86/2162

Account Types

National/Political

Billing Type

Standard

CommentsHOUSE MAJ PAC 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DARK ENTIRE WEEK 9/4-9/17**

Date Entered 10/22/12

Last Modified 10/25/12

Entered By Deb O'Keefe

CO-OP No

Headline # 06386515

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$12,420.00

Net Total \$70,380.00

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Oct. 2012 67

Nov. 2012 10

Grand Total: 77

Spots

Rate

\$68,400.00

\$14,400.00

\$82,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10A- Ellen			1	1	1	1			4	\$350.00	\$1,400.00	Pittsburgh (WPXI)	ELLEN/1	10/22/12
2.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P			1	1	1	1			4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	11 PM NEWS/2	10/22/12
3.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:34P- TONIGHT SHOW			1	1	1	1			4	\$675.00	\$2,700.00	Pittsburgh (WPXI)	THE TONIGHT SHOW/3	10/22/12
4.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:37A- Late Night			1	1	1	1			4	\$250.00	\$1,000.00	Pittsburgh (WPXI)	JIMMY FALLON/4	10/22/12
5.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:59A- Channel 11 News At Noon			1	1	1	1			4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	CHANNEL 11 NOON NEWS/5	10/22/12
6.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:58P- Days Of Our Lives	3	X	X	X	X				3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	DAYS OF OUR LIVES/6	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- Judge Judy 4p			1	1	1	1			3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	JUDGE JUDY/4p/ 7	10/22/12
7.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Exception	
8.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4:29P- Judge Judy 430p			1	1	1	1			4	\$500.00	\$2,000.00	Pittsburgh (WPXI)	JUDGE JUDY/430p/ 8	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- 5:30P (EST)			1	1	1	1			3	\$900.00	\$2,700.00	Pittsburgh (WPXI)	5-530p-CH 11 EARLY NEWS/9	10/22/12
9.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Spot	
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P- 6P (EST)			1	1	1	1			4	\$900.00	\$3,600.00	Pittsburgh (WPXI)	530p-6p- CH 11 EARLY NEWS/10	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Contract # 338210

Schedule Dates

10/23/12-10/29/12

Advertiser

Pd/Iss/House Majority Pac (16681)

Agency/T-Code

Waterfront Strategies (2541)/043489394

Product

Political - Issue (1068)

Brand

ISS/HOUSE MAJORITY PAC (133782)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG, DAN

Phone/Fax

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CPE

79/86/2162

Account Types

National/Political

Billing Type

Standard

Comments

HOUSE MAJ PAC 10/23

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

HIATUS 9/11 **ALSO

DARK ENTIRE WEEK 9/4-9/17**

Date Entered 10/22/12
Last Modified 10/25/12
Entered By Deb O'Keefe
CO-OP No
Headline # 06386515
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,420.00
Net Total \$70,380.00
Sales Tax

Pittsburgh (WPXI)

By Broadcast Month Spots Rate
Oct. 2012 67 \$68,400.00
Nov. 2012 10 \$14,400.00
Grand Total: 77 \$82,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:59p- Channel 11 News At 6pm M-F			1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	CH 11 EARLY NEWS 6-630p/11	10/22/12
12.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59p- Jeopardy	3	X	X	X	X				3	\$1,800.00	\$5,400.00	Pittsburgh (WPXI)	JEOPARDY/12	10/22/12
13.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:58A- Today Show		1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 7a/13	10/22/12
14.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30p- WHEEL OF FORTUNE	3	X	X	X	X				3	\$1,800.00	\$5,400.00	Pittsburgh (WPXI)	WHEEL OF FORTUNE/14	10/22/12
15.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	9A- Today Show 9a		1	1	1	1				4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHOW/15	10/22/12
16.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	9p- Grimm 9-10p					1				1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	GRIMM/16	10/22/12
17.0	Normal Line / Prime	10/29/12-10/29/12	4	:30	7:57p- The Voice 8-10p	1	1							1	\$7,000.00	\$7,000.00	Pittsburgh (WPXI)	THE VOICE/8-10p/17	10/22/12
18.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59p- CHANNEL 11 NEWS AT 11P							1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	11 PM NEWS/18	10/22/12
19.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6A- 8A (EST)							1		1	\$350.00	\$350.00	Pittsburgh (WPXI)	6a-8a Sat am News/19	10/22/12
20.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	8a-1030a/Sat am News/20	10/22/12
21.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	10A- MEET THE PRESS								1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/21	10/22/12
22.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11:30p- Channel 11 News Following Football 1130p								1	1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	11 PM NEWS/1135p-1235a/22	10/22/12

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10/23/12-10/29/12

Advertiser

Pol/Iss/House Majority Pac (16681)

Agency/T-Code

Waterfront Strategies (2541)/043489394

Product

Political - Issue (1068)

Brand

ISS/HOUSE MAJORITY PAC (133782)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG, DAN

Phone/Fax

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CPE

79/86/2162

Account Types

National/Political

Billing Type

Standard

Comments

HOUSE MAJ PAC 10/23

***** THIS IS A CASH IN ADVANCE SCHEDULE ***** **HIATUS 9/11** **ALSO

DARK ENTIRE WEEK 9/4-9/17**

Date Entered

10/22/12

Last Modified

10/25/12

Entered By

Deb O'Keefe

CO-OP

No

Headline #

06386515

Demo

Normal

Order Type

Normal

Package Deal

15.00

Commission %

\$12,420.00

Commission

\$70,380.00

Net Total

\$70,380.00

Sales Tax**Pittsburgh (WPXI)****By Broadcast Month**

Oct. 2012 67 \$58,400.00

Nov. 2012 10 \$14,400.00

Grand Total: 77 \$82,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
23.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	5:30A- 8A (EST)								1	1	\$350.00	\$350.00	Pittsburgh (WPXI)	530a-8a- SUN MORNING NEWS/ 23	10/22/12
24.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	8a-10a--SUN MORNING NEWS/ 24	10/22/12
25.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	10P- Parenthood 10-11P			1						1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	PARENTHOOD/25	10/22/12
26.0	Normal Line / Prime	10/23/12-10/23/12	4	:30	9P- Go On 9-930P			1						1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	GO ON/9-930p/ 26	10/22/12
27.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10A- Ellen								1	1	\$350.00	\$350.00	Pittsburgh (WPXI)	ELLEN/27	10/22/12
28.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P								1	1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	11 PM NEWS/28	10/22/12
29.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:34P- TONIGHT SHOW								1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	THE TONIGHT SHOWWITH JAY LENO/29	10/22/12
30.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:59A- Channel 11 News At Noon								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	CHANNEL 11 NOON NEWS/30	10/22/12
31.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 5:30P (EST)								1	1	\$900.00	\$900.00	Pittsburgh (WPXI)	5-530P- CH 11 EARLY NEWS/31	10/22/12
32.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)								1	1	\$900.00	\$900.00	Pittsburgh (WPXI)	530p-6p/ CH 11 EARLY NEWS/ 32	10/22/12

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Contract # 338210

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

10/23/12-10/29/12

Pol/Iss/House Majority Pac (16681)

Waterfront Strategies (2541)/043489394

Political - Issue (1068)

ISS/HOUSE MAJORITY PAC (133782)

Telerep/Washington DC, Washington DC (1040)

Telerep/Washington DC

NAGELBERG, DAN

/

79/86/2162

National/Political

Standard

HOUSE MAJ PAC 10/23

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DARK ENTIRE WEEK 9/4-9/17**

Data Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

10/22/12

10/25/12

Deb O'Keefe

No

06386515

Normal

15.00

\$12,420.00

\$70,380.00

Pittsburgh (WPXI)

By Broadcast Month

Oct. 2012

Nov. 2012

Grand Total:

Spots

67

10

77

Rate

\$68,400.00

\$14,400.00

\$82,800.00

Contract #

Schedule Dates

Advertiser

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Standard

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79/86/2162

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